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1838 ←

→ 1875 ←

→ Incorporated 1932

RADWAY-McCULLOUGH SEEDS

111

INCORPORATED

PURVEYORS OF FINE TURF MAKING SEEDS TO SELECT TRADE

REFINERS AND PACKERS — LAWN AND GRASS SEEDS

115 BROAD STREET - - - NEW YORK CITY

Telephone, BOWling Green 9-3373

Western Office
Box 845, Cincinnati, Ohio

100-lb. and 50-lb. Bags heavy white drill printed in orange. Small bags heavy orange percale.



100-lb. and 50-lb. Bags heavy white drill printed in green. Small bags heavy green percale.

WASHINGTON PARK

REG. U. S. PAT. OFFICE

"6 Days to Show—6 Days to Grow—In 12 Days Mow"

Per 100 lbs.

100 LB. BAG.....	\$11.00
SMALLER BAG.....	13.00
CONSUMER PAYS.....	18.50

Composed of: Timothy, Blue Grass, Rye Grass, Red Top. 81% pure — 18% inert.

FAIR QUALITY — QUICK GROWING — DOES NOT LAST LONG.

FOR
SCIENTIFIC GRASS MIXTURES
PREPARED ACCORDING
TO
SOIL CONDITIONS
AT OUR LABORATORIES

SEE
INSIDE
COVER

SUBURBAN

REG. U. S. PAT. OFFICE

"ASSURES A SUCCESSFUL LAWN"

Per 100 lbs.

100 LB. BAG.....	\$19.00
SMALLER BAG.....	21.00
CONSUMER PAYS.....	29.50

Composed of: Red Top, Fescue, Blue Grass, White Clover, Rye Grass. 81% pure — 18% inert.

DESIRABLE — FAIRLY PERMANENT — NO TIMOTHY.

NEW JERSEY FORMULAS

	100 lb. Small Consumer	Bulk Pack.	Pays
No. 1 Standard	\$24.00	\$26.00	\$38.00
2 Finest	40.00	42.00	62.00
3 Shady	32.00	34.00	50.00
4 Sandy	32.00	34.00	50.00

White	C	30.00	45.00
Clover	L	35.00	52.50
Mixed	O	40.00	60.00
	V		
	E		
	R		

WOODLAND PATH

REG. U. S. PAT. OFFICE

"THE WAY TO A SHADY LAWN"

Per 100 lb.

100 LB. BAG.....	\$20.00
SMALLER BAG.....	22.00
CONSUMER PAYS.....	32.00

Composed of: Fescue, Poa Trivialis, Blue Grass, Rye Grass, White Clover, Red Top and Timothy. 86% pure — 13% inert.

FAIR QUALITY — MODERATELY PRICED — QUICK RESULT — DOES NOT LAST LONG

GRASS SEED IN PINT BOXES
9c Each Wholesale

BIRD SEED

12 Oz. Box 9c Each Wholesale

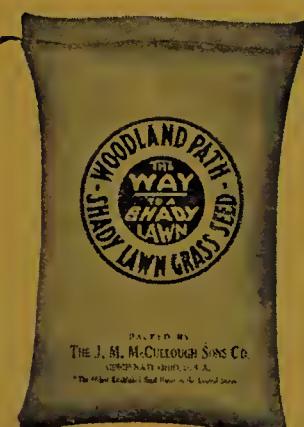
BIRD GRAVEL

2 lb. Box 9c Each Wholesale

IN GROSS LOTS

THE END OF THE
"SAWDUST TRAIL"

See Inside Cover



100-lb. and 50-lb. Bags heavy white drill printed in golden brown. Small bags heavy golden brown percale.

A BENT STORY!

THE wisdom of ages limited the buying power of the average public, therefore, LAWNGRASS SEED is just a necessary evil expenditure to the garden variety public.

BUT—at least "KNOW WHAT YOU SOW" for your hard earned currency.

Average cheap lawn mixtures, with over 5% Timothy HAYSEED, Ryegrass or Meadow fescue, will not make a velvety turf. Will only cover bare spots temporarily, grow fast and vanish quickly. Good blended lawn grass seed, grows slow—lasts long.

YOUR—pocketbook will decide the kind of lawn you get. The cheap mixtures are also good, but you have to reseed every year—so choose your options.

Although we sell cheap lawn mixtures as a measure of business competition, we only recommend the, better grades, high priced, the ones with BLUEGRASS, REDTOP and BENT predominating, and then, work—work—work—and you'll get a LAWN.



100-lb. and 50-lb. Bags heavy white drill printed in blue. Small bags heavy blue percale.

(BENT MIXTURE)

PAR FOUR

REG. U.S. PAT. OFFICE

"THE FAMOUS FOURLSOME"

Per 100 lbs.

100 LB. BAG.....	\$27.00
SMALLER BAG.....	29.00
CONSUMER PAYS.....	42.50

Composed of: Blue Grass, Fescue, Creeping Bent, Red Top. 80% pure — 18% inert.

A GOOD ALL PURPOSE BLEND.

FRED RADWAY SAYS:

This is the beginning of the end—of "The Sawdust Trail"

"Chaff—sand and sawdust versus Highgrade tested but expensive lawn seed"



(BENT MIXTURE)

GOLFGREEN

REGISTERED

(BENT MIXTURE)

Per 100 lbs.

100 LB. BAG.....	\$35.00
SMALLER BAG.....	37.00
CONSUMER PAYS.....	54.50

Composed of: Blue Grass, Fescue, Red Top, Creeping Bent. 91% pure — 8% Inert.

A WELL BALANCED BLEND FOR A PERMANENT LAWN.

Per 100 lb.

Special Blends—Made to Order—In Bulk Only—Not Packed in Small Bags	LEADER, N. J. Style	Dealer Pays	Consumer Pay
"CONTRACTORS" GREEN COVER Quick Growing Not Permanent	Blue Grass, Red Top White Clover, Rye Grass	\$14.00	\$21.00
"ALL SOIL" Moderate priced Permanent	Blue Grass, Red Top White Clover, Rye Grass Fescue	16.00	24.00
"HARD CLAY" Moderate Priced Timothy Blend	Timothy—Red Top Blue Grass—Fescue	18.00	30.00
"STAYS GREEN" BENT FORMULA General Use	Blue Grass—Red Top Fescue—Poa Trivialis Creeping Bent	20.00	30.00
"CLAY SOIL" BENT Permanent	Blue Grass—Red Top Bent—Rye Grass	24.00	36.00
"RICH SOIL" BENT Perpetual	Red Top—Blue Grass Bent	40.00	60.00
"SHADY SOIL" BENT Perpetual	Fescue—Poa Trivialis Bent Red Top—Blue Gr.	32.00	48.00
"SANDY SOIL" BENT Perpetual	Red Top—Fescue—Blue Grass—Bent—Rye Grass White Clover	32.00	48.00

SPECIAL.

We have a number of the newest creation for fall planting.

NEW ROSE ALIELIA EARHART, H.T.

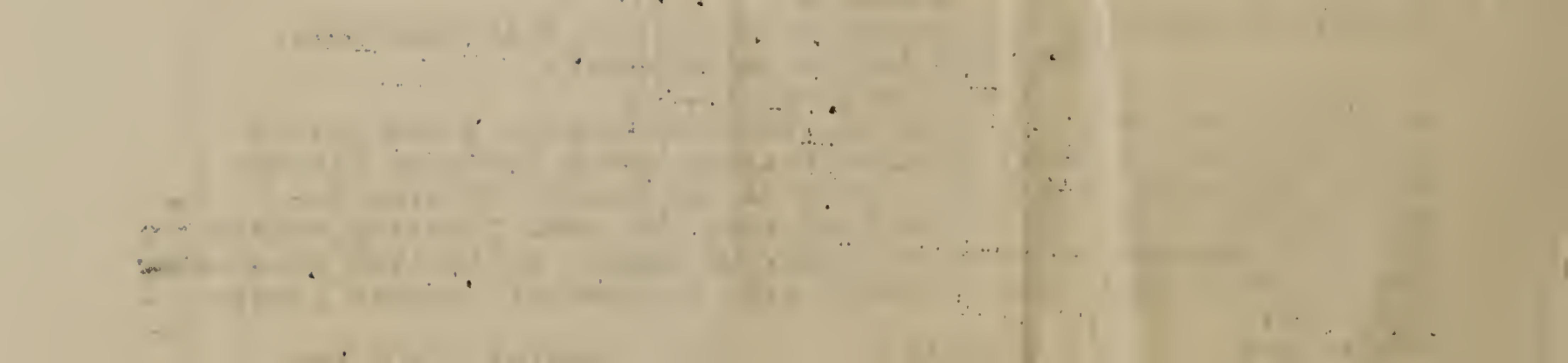
(U.S. Plant Pat. No. 63)

A greatly improved Sojvenir de Claudio Pernet. A new yellow rose destined to great popularity. Very large handsome flowers may be expected from this wonderful new yellow rose. We can only guarantee the price of this rose for ~~fall~~ planting, orders received subject to stock on hand. Our supply is limited so we ask you to order early and shipment will be made at proper planting time.

No. 1. Plant

Prepaid

Special \$2.00 Each.



The day of **SECRET FORMULAS** has passed into **OBLIVION!**

A New Era is Dawning in the Dusk—LET THERE BE LIGHT! Knowledge is Power.

WE have the combined experience of a CENTURY in the seed business—but with new and up to date SCIENTIFIC BLENDING METHODS according CHEMICAL AND SOIL CONDITIONS for each individual case.

FOR GOLF COURSES:

Usable On	Soil and No.	Composed of	Price
FAIRWAYS	Clay #42	N. Z. Red Fescue—Ky. Blue Grass—Fancy Red Top	\$24.00
	General #41	Ky. Blue Grass—Fancy Red Top	16.00
	Sandy #43	Colonial Bent—Fancy Red Top—N. Z. Red Fescue	40.00
PUTTING GREENS	Prime #45	Creeping Coos Seaside Bent and Fancy Red Top	60.00
	Choice #47	Seaside Coos Creeping Bent—Colonial Bent—Fancy Red Top—N. Z. Red Fescue	70.00
	Fancy #46	All Bent Grass Formula	80.00
BANK—TERRACE BUNKER FORMULA TO HOLD SOIL ROUGHS FORMULA	#39	N. Z. Red Fescue—Sheeps Fescue, Meadow Fescue—Red Top	24.00
	#34	Ky. Blue Grass—Fancy Red Top—Creeping Bent—Domestic Rye Grass—Sheeps Fescue—BROMUS INERMIS to hold soil.	24.00
	Cold Climate #36	N. Z. Red Fescue—Hard Fescue—Canada Blue Grass—Fancy Red Top	26.00
TEE MIXTURE	#40	Sheeps Fescue—Fancy Red Top—Ky. Blue Grass	20.00
	#40A	Same as above but with YARROW	40.00

"BLUE TAG"

The Genuine Grass Seed for Famous Greens

SEALED AND CERTIFIED
BENT SEED

SEASIDE CREEPING BENT SEED

(Coos County Grown)

Astoria XXX Bent Same Price

per lb.

300-lb. (6-50 lb. Oregon Sealed Bags).....	\$0.55
100-lb. (2-50 lb. Oregon Sealed Bags).....	0.60
50-lb. (1-50 lb. Oregon Sealed Bags).....	0.65
10-lb. (Resealed).....	0.70
5-lb. (Resealed).....	0.75
1-lb. (Resealed).....	0.80

RED TAG IS CHEAPER IN PRICE

For Better Turf

VELVET BENT SEED

10-lb. (Can. Gov. Sealed Bag).....	\$6.50
1-lb. (Resealed).....	7.50

PRINCE EDWARD ISLAND BENT SEED

per lb.

100-lb. (2-50 lb. Can. Gov. Sealed Bags).....	\$0.70
50-lb. (1-50 lb. Can. Gov. Sealed Bag).....	0.75
10-lb. (Resealed).....	0.80
5-lb. (Resealed).....	0.85
1-lb. (Resealed).....	0.90

Tear off here and mail—no stamp necessary.

Radway-McCullough Seeds
Incorporated

Date.....

Dear Sirs: Please ship the following orders of Grass Seed:

.....Bags.....Lbs. Each.....
.....".....".....
.....".....".....
.....".....".....

.....Cases.....

for shipment (on or about) prompt,.....

Yours truly,

Name.....

Address.....



STRAIGHT SEEDS FOR BLENDING

No Trade discount on above

OWING

TO

MARKET

FLUCTUATIONS

PRICES OF

STRAIGHT SEEDS

ON APPLICATION

KY. BLUE GRASS—24-lb.	90%	90%	POA TRIVIALIS—Rough Stalked Meadow	90	90
23-lb.	86	86	POA NEMORALIS—Wood Meadow	80	80
21-lb.	80	80	CRESTED DOGSTAIL	98	90
19-lb.	75	75	BERMUDA GRASS		
CANADA BLUE GRASS	85	85	BROMUS INERMIS	98	90
RED TOP FANCY	98	90	POA ANNUA		
	95	90	TIMOTHY—Fancy	99½	90
	90	90	Fancy	99	90
Unhulled	85	85	Medium	85	90
	60	85	Mixed with White Clover	85	90
	43	80	White Clover—Extra Sunshine	98	90
	25	80	Medium Venus	98	90
Chaff, Bright			Mixed with Timothy Moon		
RYE GRASS—Domestic	98	90	BENT GRASSES—		
Italian	98	90	SO. GERM. Mixed	70	70
English	98	90		80	80
Paceys	98	90		90	90
FESCUE—N. Z. RED Chewings	98	70	Rhode Island—Colonial N. Z.	98	90
Red European Creeping	80	65	Prince Edward Island		
Hard or Sheep's	80	65	Coos Seaside Maritima Blue Tag		
Fine Leaved	80	65	Astoria Colonial Blue Tag		
Meadow	95	90	Velvet		
ORCHARD GRASS	90	90	YARROW		

RED TAG BENT IS CHEAPER

Radway's

LAWN SEED PLANTING INSTRUCTIONS

(Provided you use permanent sorts which are high priced without timothy). If much timothy is mixed in cheaper lawn grass, replanting should be done every year.

GRADE SOIL.

PERFORATE OR SPADE SOIL 5 to 8 INCHES.

FERTILIZE SOIL.

RAKE SOIL SMOOTH.

BROADCAST (sow) GRASS SEED THICKLY.

RAKE SEED IN. ROLL OR POUND.

WATER LIGHTLY—RAIN EFFECT SPRINKLER.

SEEDING TIME: APRIL TO NOVEMBER.

Fall seeding is preferable—gives the lawn a weedless start for the spring.

Don't cut young grass too close.

Roll every week.

Keep soil continually aerated—with sand—TOP DRESSING and frequent hard iron raking or spiking.

THE EARTH MUST BREATHE—otherwise you will have a cement patch instead of a soft carpet.

Top dress every two months with top soil, humus or peat moss a little sand and fertilizer, and a few handfuls of lawn seed. About a pailful of each all mixed together to be sprinkled and raked evenly all over the lawn.

After you have a lawn—soak it—don't sprinkle it lightly. SUNSHINE may burn a lawn—watering in the shade will show results. Water thoroughly every few days—not a few minutes every evening. Remember, wholesale dealers pay as high as \$1.00 a pound for certain Bent and imported Grasses for turf purposes, therefore the higher the price, the better your lawn.

FERTILIZER RATES OF APPLICATION.
per 1000 sq. feet recommended by best authorities.

GRASS SEED

5 lbs. (10x100) or (20x50) or (30x33) sq. feet.

BONE MEAL

18 lbs. encourages weeds and clover.

COTTON SEED MEAL

16 lbs. organic high in nitrogen.

SHEEP MANURE

24 lbs. encourages weeds and clover.

LIME

40 lbs. for clay soil. Not a fertilizer.

NITRATE OF SODA

8 lbs. encourages weeds and clover.

SULPHATE OF AMMONIA

6 lbs. discourages weeds and white clover. Encourages bent grasses and Red Top.

PEAT MOSS } HUMUS }

Both retain moisture.

Copyright by Fred S. Radway, N. Y. C.

FIRST CLASS

Permit No.1648

(Sec. 384½, PL & R)

New York, N. Y.

BUSINESS REPLY CARD

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

2C.-POSTAGE WILL BE PAID BY—

RADWAY-McCULLOUGH SEEDS
INCORPORATED

115 BROAD STREET

NEW YORK, N. Y.



Return Postage Guaranteed

1933
RADWAY - McCULLOUGH SEEDS
Incorporated
115 BROAD STREET
NEW YORK, N. Y.

NON-WARRANTY. We give no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds, bulbs, or plants we send out, and will not be responsible for the crop. As bearing on the above, the following remarks, taken from a recent Bulletin of the U. S. Department of Agriculture, are interesting: "Without attempting to discuss the arguments for the seedsman's disclaimer pro and con, the fact remains that reputable seedsmen stand back of their seeds and do not knowingly and willfully sell seeds that are unfit for planting purposes."

Radway's LAWNSEED
is not the
CHEAPEST - IN PRICE
The best never is!

Latest Market News
Better Lawns List No. 47

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U. S. Dept. of Agriculture
Bureau of Plant Industry
Washington
D. C.